



**Admission Fees Proposal
Land Use, Transportation
& Infrastructure Committee
February 18th, 2025**



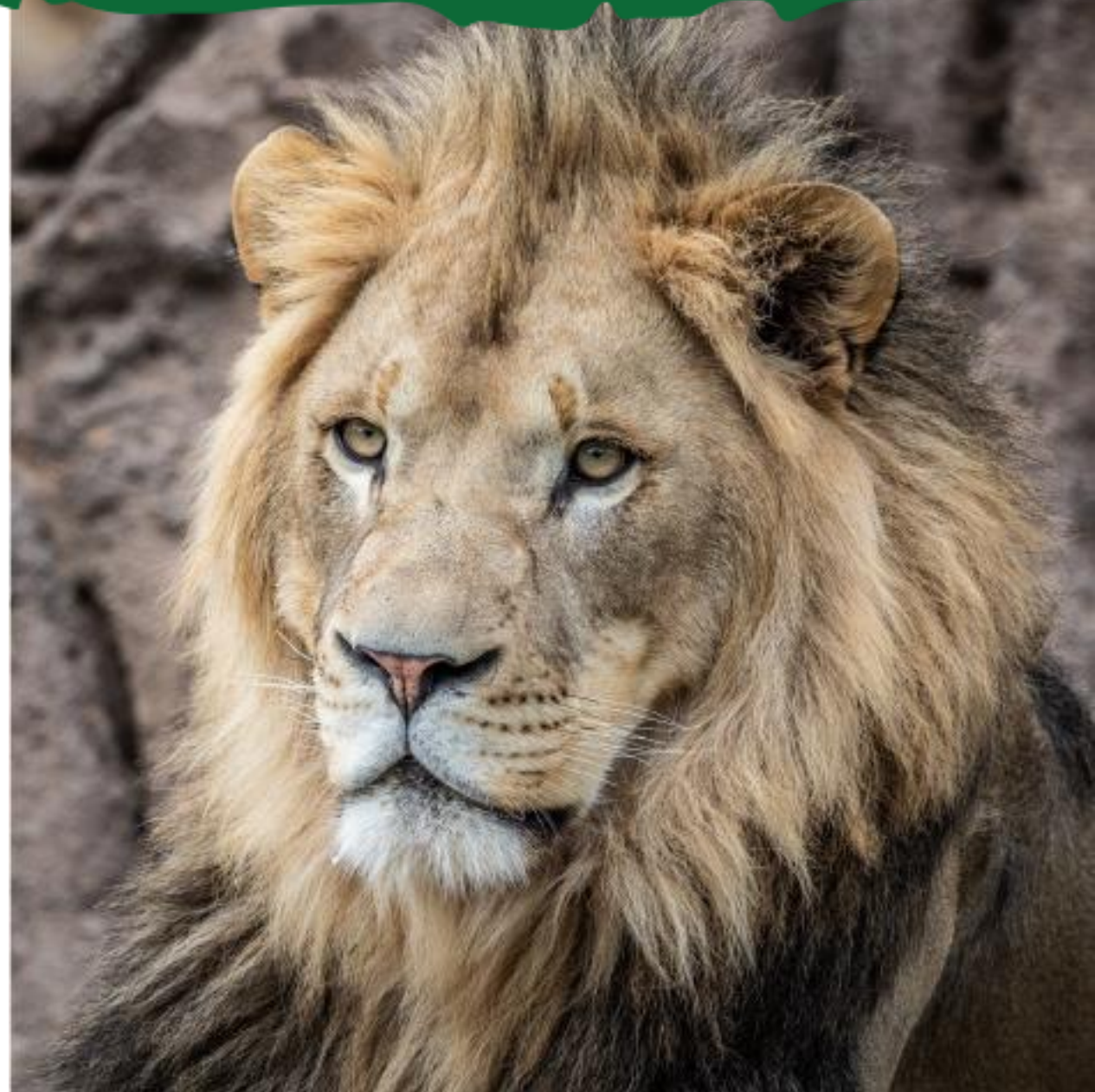
Year-Round Pricing Considerations

General Admission Pricing

- Consistent with pricing structures at all other City of Denver cultural organizations
- Zoo has flexibility to discounts during cold weather
- Peak season pricing was updated in 2022
 - DPR has ability to approve annual increases based on CPI (up to 5%)
 - Today's request is to strike winter pricing to create year-round pricing structure as clean up to reflect DZCA's original intent in 2022.

Helps DZCA meet rising costs year-round

- Revenue loss during winter months under current structure



DZCA General Admission Pricing

	Rates effective in DRMC 2023*		2024 rate approved by DPR		Proposed Change to year-round pricing
	March through October	November through February	March through October	November through February	
					Year-Round
16 years and over (other than senior citizens)	\$24.00	\$15.00	\$25.20	\$15.75	\$25.20
3 years to 15 years, and accompanied by parent or other adult	\$18.00	\$10.00	\$18.90	\$10.50	\$18.90
Under 3 years and accompanied by parent or other adult	No Charge	No Charge	No Charge	No Charge	No Charge
Senior Citizen, 65 years and over	\$21.00	\$13.00	\$22.05	\$13.65	\$22.05
Denver Zoological Foundation Members	No Charge	No Charge	No Charge	No Charge	No Charge

*Includes ability for DPR to administratively approve annual increases based on change in Consumer Price Index (max 5% increase) through 2029

Community Connections

Denver Zoo's Equitable Access Program

- Provide free and reduced admission to welcome community members who are experiencing financial hardship to visit Denver Zoo.
- Ensure Denver Zoo's on-site and off-site experiences are accessible and convenient for all.
- Continue to engage in community listening to best understand how Denver Zoo can effectively connect community members.
- Create meaningful exhibits, learning programs and community events that engage diverse audiences in wildlife conservation and the many benefits of nature-based experiences.



Free and Reduced Community Program

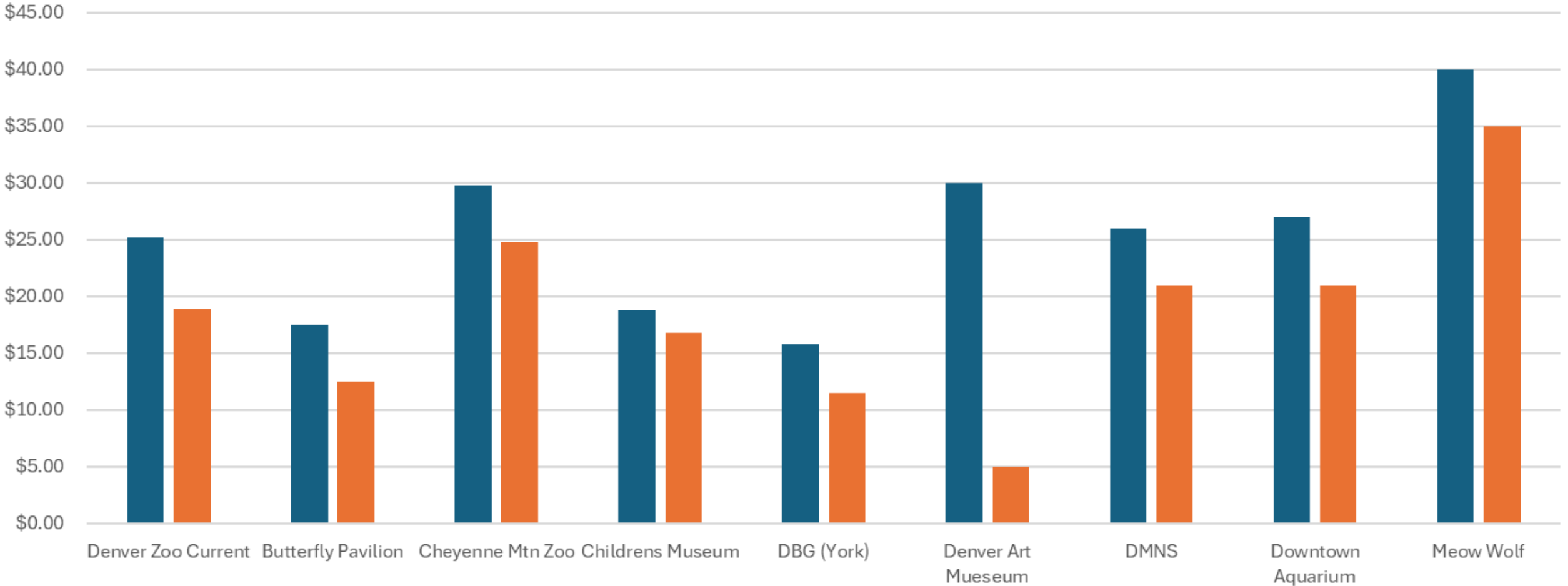
- Free Days – 7 annually
- 5x5 School Program
- My Denver Prime
- Free Self-Guided School Field Trips
- Transportation grant program
- SNAP Families \$3 per person up to 10 people
- Library Access Card
- Discount of up to 50% for nonprofit community groups and organizations

Impacted Over 491,000 (28%) of our guests in 2023

Local Attractions

Market Comparison – Local

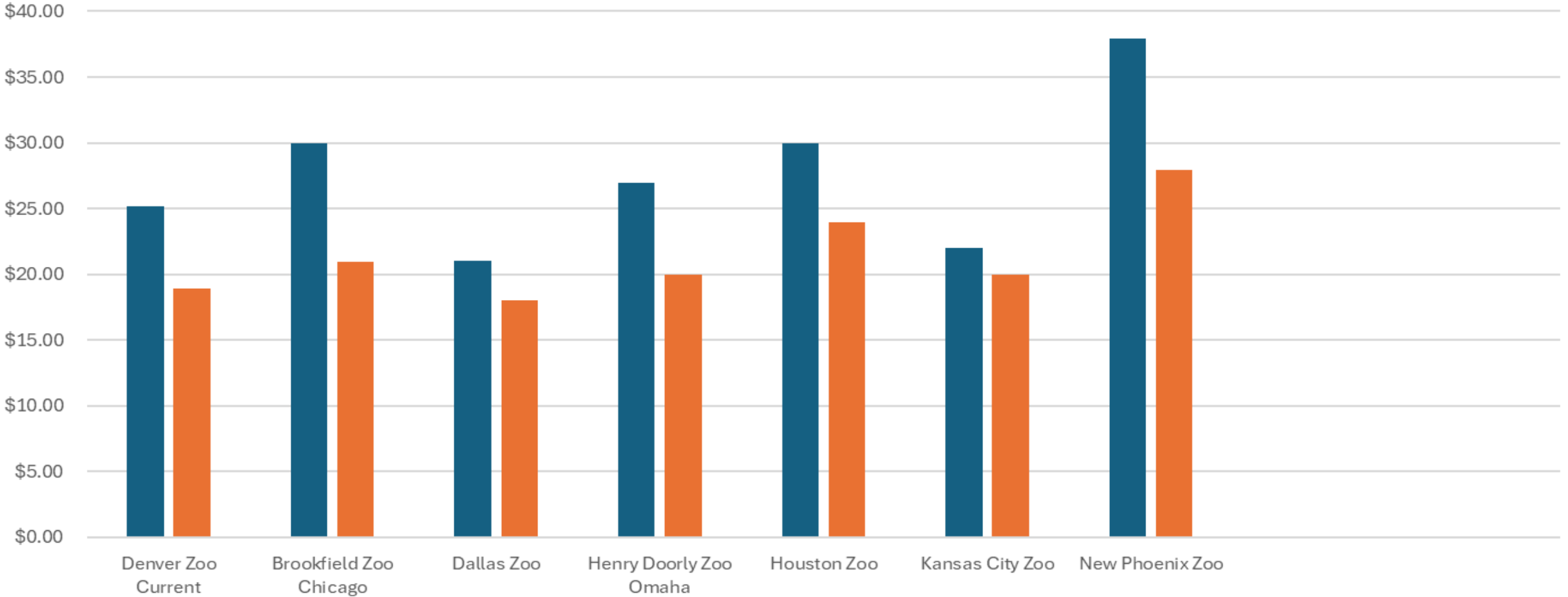
■ Adult ■ Child



National Attractions

Market Comparison – National Peer Zoos

■ Adult ■ Child



Thank You!

